

# **KY Valid Course List**

## HOW TO USE THIS DOCUMENT

This document contains a listing of course descriptions and parameters along with certifications that fit the parameters for a given course. The grade range and population information listed for each course are not absolute. Please choose the course that most closely represents the students in a given course.

### EXAMPLE

John Q Middle School had 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> grade students taking a Creative Art course. This course would be linked to course number **500711: Creative Art – Comprehensive**, which shows with a recommended grade range of 6<sup>th</sup> – 12<sup>th</sup>.

The courses listed in this document are not meant to replace the course titles and course numbers already in use at the school level. Schools will link their courses in the STI Valid Course List to courses listed in this document.

Schools may have created courses that are very unique in order to meet students' needs. If a course does not meet the definition or content of one contained in this document, please use course number **909999: School Defined Course**, and code the correct content through the LEAD report.

## CERTIFICATIONS

It is important to note that the certificates listed are the ones that fit *ALL* of the parameters for a specific course – there may be other certificates that can teach it with slightly more restrictive parameters.

It is very important to note that not all of the certificates listed under a specific course will meet the Highly Qualified Teacher standards as defined by The No Child Left Behind Act of 2001. Please refer to the Highly Qualified guidance documents located on the Education Professional Standards Board (EPSB) website at <http://www.kyepsb.net/nclb.asp>.

In addition to Highly Qualified considerations, please take note of the following information from ***The Program of Studies for Kentucky Schools Primary-12*** with regard to middle school courses that are offered for high school credit.

### High School Credit Earned in Middle School

It is expected that most students will earn these credits during their high school years. However, local school districts may offer these courses to middle level students if the following criteria are met:

- the content and the rigor of the course is the same as established in the *Program of Studies*
- the students demonstrate mastery of the middle level content as specified in the *Program of Studies*
- the district has criteria in place to make reasonable determination that the middle level student is capable of success in the high school course
- **the middle level course is taught by teachers with either secondary or middle level certification with appropriate content specialization**

Although middle level courses list the Provisional and Standard Elementary Certificates, Grades 1-8 as allowable under the parameters of these courses, they will not meet the above requirements for courses that are offered for high school credit.

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Please contact Robin Chandler in KDE's Division of Curriculum at 502-564-2106 with any questions on content and curricula.

Please contact EPSB's Division of Certification at 502-564-4606 with any questions on credentials or permissions.

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# **Marketing Education**

## **(080000)**

A program area that consist of a summary of groups of instructional programs that prepare individuals for occupations directed toward and incident to the flow of instructional and consumer goods in channels of trade, or the provision of services to consumers or users. These programs are concerned with marketing, sales, distribution, merchandising, and management.

# Marketing Education - Fashion Marketing

## (080100)

A group of instructional programs that prepare individuals to perform marketing function and tasks in retail establishments, wholesale establishments, and marketing firms primarily engaged in the marketing of clothing and related articles for personal wear. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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### 080111 - Fashion Marketing

**Grade Level:** 10 - 12

**Credits:** 1-3

**Description:** This course is a specialized course that provides instruction in marketing of apparel and accessories. This course is based upon the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. The instruction includes basic fashion and marketing basics, the use of design and color, promotions, visual merchandising and career opportunities. Leadership development will be provided through DECA activities and competitive events.

**Content:** Marketing

**Population:** General

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### 080115 - Special Topics, Fashion Marketing

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to Marketing Education but not described in above.

**Content:** Marketing

**Population:** General

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### 080132 - Fashion Marketing Management

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** This course is designed as a continuation of Fashion Marketing and provides an in-depth study of merchandising techniques, fashion trends, fashion promotion, and management skills. This course is based on the business and marketing core that includes communication skills, economics, operations, professional development, promotion, selling, distribution, and product/serve management. Leadership development will be provided through DECA activities and competitive events

**Content:** Marketing

**Population:** General

# Marketing Education - Management/Entrepreneurship (080300)

A group of instructional programs that prepares students for the rewards and risk of business ownership. Emphasis is placed on the day-to-day management functions performed by marketing professionals. Any course not found under this career major/sub code may be found in another career major/sub code within this program area.

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## 080310 - Entrepreneurship (Marketing)

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** This course provides the opportunity to explore the rewards and risks of business ownership. Emphasis is given to the characteristics of successful entrepreneurs; planning, organizing, and beginning a business; financing and managing the enterprise; franchising opportunities; and sources of financing.

**Content:** Marketing

**Population:** General

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## 080311 - Business Management

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** Describes the planning, organizing, and various theories of management, knowledge and understanding necessary in decision making, personnel selection, leadership abilities, and speech preparation.

**Content:** Marketing

**Population:** General

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## 080315 - Special Topics, Management/ Entrepreneurship

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to Marketing Education but not described in above.

**Content:** Marketing

**Population:** General

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## 080317 - Business Economics

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Describes principles and methods of business principles, economic system, costs, and market competition.

**Content:** Marketing

**Population:** General

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## 080318 - Business Economics for Interdisciplinary

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Describes principles and methods of business principles, economic system, costs, and market competition. This course will count for social studies credit.

**Content:** Business Economics for Economics Credit within Social Studies

**Population:** General

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## 080399 - Entrepreneurship (Business)

**Grade Level:** 11 - 12

**Credits:** 1,2,3

**Description:** Students explore rewards and risks of business ownership

**Content:** Business

**Population:** General

# Marketing Education - Finance (080400)

A group of instructional programs that prepare individuals to perform marketing functions and tasks in financial institutions such as commercial banks, savings and loan associations, credit agencies, credit unions, consumer-finance companies, collection agencies, security and commodity brokerages, and credit departments of business. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 080410 - Financial Services I

**Grade Level:** 10 - 12

**Credits:** 1-3

**Description:** This course defines basic banking terminology, develops communication skills, describes examples of credit used by consumers, business and government, and discusses relationships between retailers and financial services. Students will develop and manage a student financial center through the sponsorship of a local bank.

**Content:** Marketing

**Population:** General

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## 080411 - Advanced Finance & Credit

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** Students develop an understanding of financial markets, investing institutes, and the finance and credit industry in our economic system; includes introduction to allocation of financial resources.

**Content:** Marketing

**Population:** General

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## 080415 - Special Topics, Financial Services

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to Marketing Education but not described in above.

**Content:** Marketing

**Population:** General

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## 080451 - Financial Services II

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** This course is a continuation of Financial Services I. Students continue to learn and practice financial activities associated with the operation of a bank and other finance-related institutions in addition to assuming management and supervisory responsibilities.

**Content:** Marketing

**Population:** General



# Marketing Education - Career Major Electives (080700)

A program that prepares individuals to teach sales and marketing operations/marketing programs at various educational levels. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 080710 - Business and Marketing Career Exploration

**Grade Level:** 7 - 9

**Credits:** 1

**Description:** Students are provided with a survey of skills needed for school-to-work transition. Opportunities to explore the business and marketing career cluster and career paths, to heighten self-awareness, and to develop priorities and career decision-making skills are also provided.

**Content:** Marketing

**Population:** General

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## 080711 - Business and Marketing Concepts and Applications

**Grade Level:** 7 - 7

**Credits:**

**Description:** This course is for 7th grade students and is a 9-12 week course that incorporates fundamentals of introduction to business concepts with hands-on application of Word Processing, Spreadsheet, Graphics, Power Point design and Publisher. The student will be introduced to business terminology, practice and procedures for running a small business as well as making realistic decisions regarding their daily operations. Activities are designed to promote creativity, individuality, and encourage students to take ownership in their business enterprise. Students develop their small business through the developmental stage and progress to study marketing plans, various forms of communication, inventory control and payroll.

**Content:** Marketing

**Population:** General

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## 080712 - Business Principles and Application

**Grade Level:** 9 - 10

**Credits:** 1

**Description:** Describes processes of business, non-profit public and private instructions and agencies, money banking, consumer purchasing, credit, and business vocabulary.

**Content:** Marketing

**Population:** General

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## 080715 - Special Topics, Marketing

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to marketing Education but not described in above.

**Content:** Marketing

**Population:** General

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## 080716 - Principles of Marketing

**Grade Level:** 9 - 12

**Credits:** 1-3

**Description:** This course provides a basic foundation for further study in marketing. The following concepts are discussed such as advanced marketing, marketing process control, specialized marketing, distribution economics, pricing merchandise.

**Content:** Marketing

**Population:** General

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## 080717 - Advanced Marketing/Coop

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** This course is designed to enhance marketing skills developed in the marketing prerequisite course and to learn advanced marketing skills in such areas as advertising, customer service, supervision, employer / employee relations. This course offers continued on-the- job training by participating in a coop job related to the student's career interest.

**Content:** Marketing

**Population:** General

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## 080721 - Food Marketing

**Grade Level:** 10 - 12

**Credits:** 1-3

**Description:** This course prepares the student for the challenging field of retail food marketing, including the marketing of food, beverages, and related products through various types of retail stores. In addition to an overview of the vast food marketing industry, including food manufacturers, food sales agents, wholesalers, distributors, and retailers, students learn the principles, concepts, and functions of marketing as they relate to a retail food store. Instruction can be enhanced through the use of a school-based enterprise (such as a Kroger Store) and its activities. Both marketing and employment skills learned will increase the chance of successful transition into the world of work. Leadership development will be provided through DECA activities and competitive events.

**Content:** Marketing

**Population:** General

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## 080772 - Math for Business and Industry for CTE credit (Marketing)

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Enables student to explore mathematical content for personal, business, and industrial use; concepts are applied through problem-solving and real-world situations

**Content:** Marketing

**Population:** General

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## 080780 - Math for Business and Industry for credit in Math (Marketing Credit)

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Enables student to explore mathematical content for personal, business, and industrial use;

concepts are applied through problem-solving and real-world situations

**Content:** Math for Business and Industry for the Math Elective Requirement

**Population:** General

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## 080799 - Leadership Dynamics - Marketing

**Grade Level:** 9 - 12

**Credits:** 1/2 - 1

**Description:** This course is designed to assist students with developing skills needed to be successful leaders and responsible members of society. This student will develop personal attributes and social skills. Emphasis will be placed on interpersonal skills, team building, communication, personal development and leadership. This course will include opportunities for students to apply their knowledge.

**Content:** Leadership Dynamics

**Population:** General

Due to the large number of certificates permitted to teach this course, no certificates are listed. Please check the certificate permissions on the EPSB website to verify a teacher's permission to teach this course.

# Marketing Education - Hospitality, Travel & Tourism (080900)

A group of instructional programs that prepare individuals to perform marketing and management functions and tasks in any business enterprise primarily engaged in satisfying the desire of people to make productive or enjoyable use of leisure time.

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## 080910 - Principles of Hospitality

**Grade Level:** 10 - 12

**Credits:** 1

**Description:** This course is designed for students interested in marketing careers in the hospitality industry. The instruction includes career awareness in the areas of recreation, travel/tourism, hotel/motel, and restaurant. Other topics include: general hospitality operations, customer service, leadership development, communication skills, attitude and personality development, sale techniques, and promotion. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

**Content:** Marketing

**Population:** General

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## 080911 - Travel & Tourism Marketing

**Grade Level:** 10 - 12

**Credits:** 1-3

**Description:** This course is designed to provide an overview of employment opportunities in the travel and tourism industry. Instruction includes career awareness, domestic travel, international travel, customer service, leadership development, communication skills, attitude and personality development, sales techniques, and promotions.

**Content:** Marketing

**Population:** General

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## 080912 - International Marketing

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** This course is designed to explore the cultural, economic, political, legal, and technological environments facing international marketers in today's global economy.

**Content:** Marketing

**Population:** General

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## 080915 - Special Topics, Hospitality, Travel & Tourism

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to Marketing Education but not described in above.

**Content:** Marketing

**Population:** General

# Marketing Education - Sports Marketing

## (081100)

A group of instructional programs that prepare individual to perform marketing and management functions and tasks in sports marketing. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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### 081115 - Special Topics, Sports Marketing

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to Marketing Education but not described in above.

**Content:** Marketing

**Population:** General

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### 081121 - Sports & Event Marketing

**Grade Level:** 9 - 12

**Credits:** 1-3

**Description:** This course is a specialized course that provides students with the opportunity to learn marketing principles in the field of sports and event marketing. This course is based on the business and marketing core that includes communications skills, economics, operations, professional development, promotion, selling, distribution, and product/service management. The instruction includes target marketing and segmentation, sponsorship, and pricing as it related to the sports and event industries. Leadership development will be provided through DECA

**Content:** Marketing

**Population:** General

# Marketing Education - E-Commerce (081300)

A group of instructional programs that prepare individuals to perform electronic marketing functions or E-Commerce. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 081310 - Internet Marketing

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** This course provides an in-depth study in electronic marketing/commerce associated with the internet or sometimes called E-Commerce. Students learn how to practice good marketing principles in an "electronic" marketing place. Decision-making and problem-solving skills are involved in such units as human relations, distribution, market information management, and product/service planning. The employment skills learned will improve and increase the chance of successful transition into the world of work. Leadership development will be provided through DECA.

**Content:** Marketing

**Population:** General

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## 081315 - Special Topics, E-Commerce

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to marketing Education but not described in above.

**Content:** Marketing

**Population:** General

# Marketing Education - Retailing / Wholesaling (081400)

A group of instructional programs that prepare individuals to perform marketing and management functions and tasks in retail and wholesale establishments. Any course not found under this career major/sub code may be found in another career major/sub code within this program area.

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## 081411 - Retail Marketing

**Grade Level:** 10 - 12

**Credits:** 1-3

**Description:** This course is designed to provide an overview of the marketing responsibilities employed in the retail industry. Emphasis is placed on basic marketing, purchasing, distribution, selling, display, and merchandising.

**Content:** Marketing

**Population:** General

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## 081415 - Special Topics, Retailing / Wholesaling

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to Marketing Education but not described in above.

**Content:** Marketing

**Population:** General

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## 081431 - Retail Marketing Management

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** This course is designed to continue the business and marketing core covered in Retail Marketing. Topics of study include recruiting, hiring, training and evaluating employees, purchasing, pricing, ethics, sales management, finance, and promotion. Skills in math, human relations, communications and technical writing are reinforced in this course. Work-based learning strategies appropriate for this course are school-based enterprises, cooperative education, and internships. Leadership development will be provided through DECA.

**Content:** Marketing

**Population:** General

# Marketing Education - Advertising (081500)

A group of instructional programs that describe the creation, execution, transmission, and evaluation of commercial messages concerned with the promotion and sale of products and services. Any course not found under this career major/sub code maybe found in another career major/sub code within this program area.

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## 081511 - Advertising & Promotion

**Grade Level:** 10 - 12

**Credits:** 1-3

**Description:** This course is designed to provide students with a realistic "hands-on" applications of techniques used in the advertising and promotion of goods and services. Students use typical media software, media equipment, while being exposed to all forms of media (print, web page, etc.), methods, budgets, and evaluations used by industry. Leadership development will be provided through DECA.

**Content:** Marketing

**Population:** General

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## 081512 - Promotional Applications & Media

**Grade Level:** 11 - 12

**Credits:** 1-3

**Description:** This course is designed to provide students with hands-on applications, equipment and software needed in development of advertising and professional promotions for successful marketing and business operations. Students are exposed to all forms of media (print, web page, electronic, etc.) methods, budgets, and evaluations used to help promote a concept, product, service, or business. Leadership development will be provided through DECA.

**Content:** Marketing

**Population:** General

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## 081515 - Special Topics, Advertising

**Grade Level:** 9 - 12

**Credits:** 1

**Description:** Instruction related to Marketing Education but not described in above.

**Content:** Marketing

**Population:** General